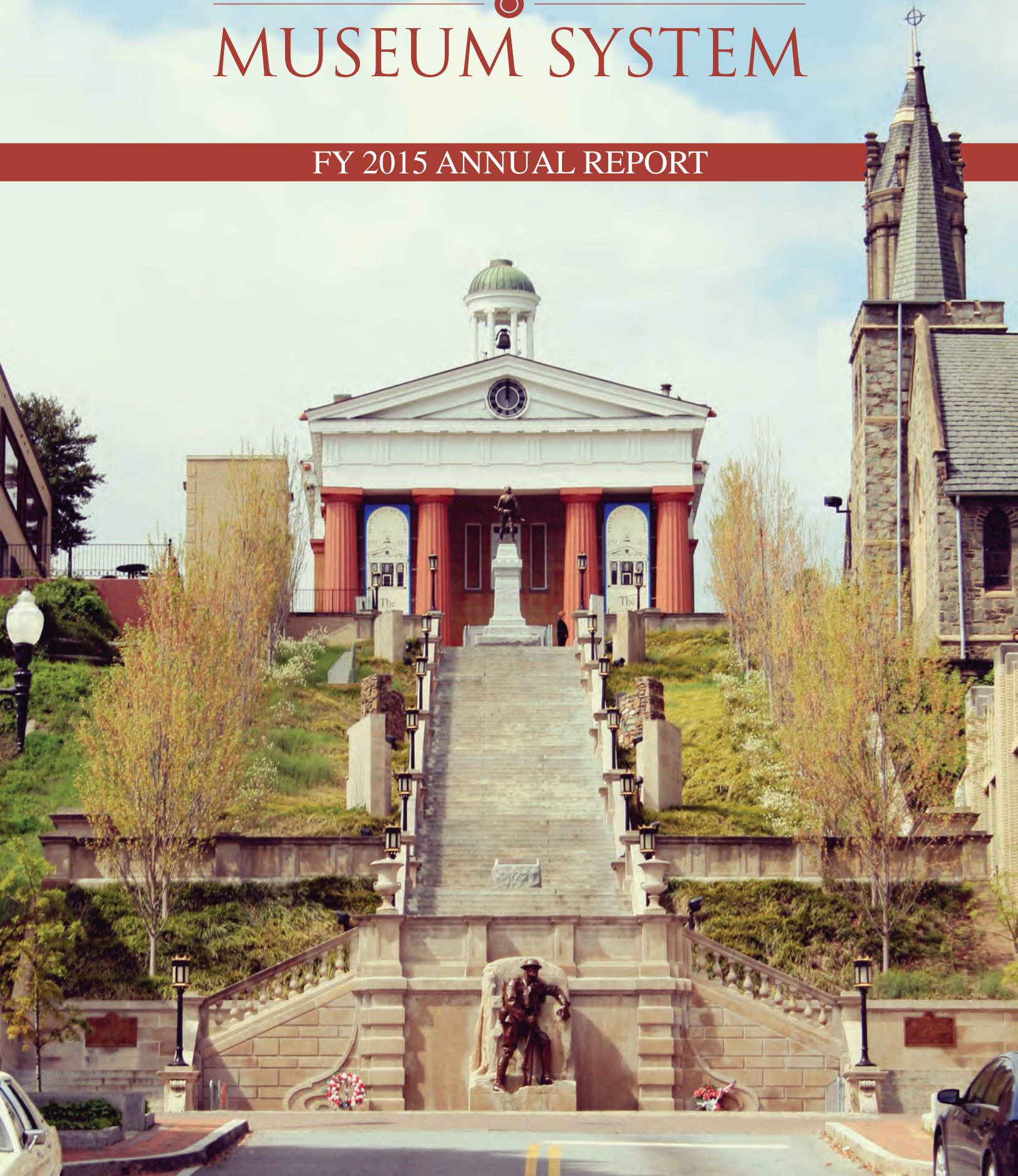




# LYNCHBURG MUSEUM SYSTEM

FY 2015 ANNUAL REPORT



GREETINGS FROM THE ADVISORY BOARD CHAIRMAN AND THE MUSEUM DIRECTOR

October 12, 2015

The Lynchburg Museum System preserves and shares the rich heritage of Lynchburg, one of Virginia's oldest inland cities. Our stewardship includes the Lynchburg Museum at the Old Court House and Point of Honor, two historic buildings listed on the State and National Registers of Historic Places. The collections include over 21,000 objects and 11,000 photographs—irreplaceable resources that will be passed down to future generations.

Access is provided in a variety of ways—personal visits to the two sites, social media, special events and programs, field trips, and outreach. Open seven days a week, the Museum and Point of Honor are supported by the City of Lynchburg, the Lynchburg Museum System Foundation, memberships, grants, donations, and bequests. We are also fortunate to have a 15 member Advisory and Foundation Board and 44 Museum Volunteers who willingly donate their time and skills.

For the remainder of calendar year 2015 at the Museum, the *Experience The James* exhibit remains on display. In 2016, exhibits will include *To Be Sold: Virginia and the American Slave Trade*, a traveling exhibit from the Library of Virginia from January – March, *A Feast for the Eyes: Quilts and Textiles from Central Virginia* from January - December and *A Great Change in the Situation of Man: Lynchburg's Railroads*, from March - December. There will also be over 20 programs and special events during the year. The Lynchburg Museum admission is now free!

Point of Honor is 200 years old and in great shape. The wooden shake roofs on the house and kitchen were replaced last year. The stone walks were recently restored and the house foundation repointed. In partnership with the Garden Club of Virginia, an enhancement project for the rear garden is in the works. We continue to add to the furnishings and acquired a number of period items in recent months.

We are especially pleased to welcome four grade levels from the Lynchburg City Schools this coming school year. All students in grades 2, 3, 4, and 7 will visit either the Museum or Point of Honor—a total of some 2,600 students. We believe students gain an understanding and appreciation of their community from field trips and hands-on activities that enhance classroom learning.

We cordially invite you to visit in the coming year!

Sincerely,

Robert B. Craighill, Chairman  
Lynchburg Museum Advisory and Foundation Board

Douglas K. Harvey, Museum Director  
Lynchburg Museum System



## OVERVIEW

The Lynchburg Museum System continued to serve residents and visitors at the Lynchburg Museum at the Old Court House and Point of Honor through site visits, field trips, outreach, and media in FY 2015 (July 1, 2014 – June 30, 2015). Visitation to the Lynchburg Museum, Point of Honor, and outreach programs taken to schools and senior centers totaled 16,788, a 5% increase over last year. Visitors came from 50 states, the District of Columbia, and 29 countries.

The exhibition: *Experience The James: Lynchburg's Pathway to the World* continued its run at the Museum with a number of related programs and events. This exhibit closes at the end of 2015 and coming exhibits will focus on Virginia's slave trade, regional quilts and textiles, and Lynchburg railroads. Other major projects included:

- Created a partnership with the Lynchburg City Schools where all 4th graders in the City came to the Museum for educational field trips. This initiative was so successful that for 2015-16, all City 2nd, 3rd, 4th, and 7th grade students will visit the Museum or Point of Honor
- Created successful new programs—Mother/Daughter Tea and Easter Egg Hunt at Point of Honor
- Developed a partnership with Randolph College Museum Studies classes
- Initiated a pilot program Memorial Day through Labor Day 2015 to make admission at the Museum free. Monthly visitors increased dramatically over the summer so free admission has been extended into FY 2016.
- The Lynchburg Museum, Point of Honor, and Historic Photograph websites were completely redone during the year



# LYNCHBURG MUSEUM SYSTEM

## VISITATION

	FY 2015	FY 2014
<b>Lynchburg Museum:</b>	<b>6,721</b>	<b>5,537</b>
<b>Point of Honor House:</b>	<b>4,419</b>	<b>4,909</b>
<b>Point of Honor Events:</b>	<b>4,243</b>	<b>4,490</b>
<b>Outreach Programs:</b>	<b>1,405</b>	<b>1,051</b>
<b>TOTAL</b>	<b>16,788</b>	<b>15,987</b>



**Visitor Origin:** The Museum had approximately 45% of its visitors from the local region and rest of Virginia and 55% were from out of state. Point of Honor visitors were approximately 50% from local/Virginia and 50% out of state. The figures are estimates based on visitor surveys and guest books. A more precise visitor tracking process went into effect on July 1 which will be reflected in next year's statistics.

### Group Tours:

School Field Trips: 1,894 students, 36 schools

Youth Groups: 326 children, 19 clubs or camps

Adult Groups: 465 visitors, civic groups, senior centers, other organizations



**Websites:** The Museum and Point of Honor websites ([www.lynchburgmuseum.org](http://www.lynchburgmuseum.org) & [www.pointofhonor.org](http://www.pointofhonor.org)) had a total of 29,564 page views. The host of our PhotoStore website of historic images was hacked in November 2014 and the site shut down. No images were lost but we changed hosts and rebuilt that site with over 2,000 images now back online.



**Facebook:** The site had 306,463 post views in FY 15. There were 2,080 active followers at the end of this year with 1,506 at the end of FY 14.



**Twitter:** The Museum's account had 269 followers as of June 30th, up from 84 followers at the end of last year.

## VOLUNTEERS

The Volunteers of the Lynchburg Museum System, with 48 active members, provided 2,219 hours of service with a value of \$51,192 based on the Federal volunteer rate of \$23.07 per hour. Martha Stimpson volunteered over 200 hours during the year with Laura Crumbley, Vince Desmond, Liz Paull, and Ed Tinsley each giving over 100 hours.

A total of 13 students from Lynchburg and Randolph Colleges volunteered during the year: two were formal interns and the others members of the Randolph Museum Studies Program.

## LYNCHBURG MUSEUM FOUNDATION

The Lynchburg Museum Foundation, a 501(c) (3) educational and charitable corporation, received **\$28,470** in contributions during FY 15. The previous year's total was **\$27,292**.

The Foundation also received a grant in the amount of **\$2,500** from the Bank of the James for exhibit support. All funds donated for particular purposes are kept in restricted sub-accounts and other funds are classified as non-restricted. The funds are held in accounts at the Bank of the James and The Trust Company of Virginia. The Foundation supports the properties and programs of the Museum System and files a 990 return with the IRS annually.

### **Total donations, bequests, and grants received in FY 2015: \$30,970**

The Foundation had financial assets of **\$295,292** as of June 30, 2015 compared to **\$304,987** as of June 30, 2014. During the year, the Foundation helped fund:

- Scholarships for all 4th grade City students for field trips to the Museum
- *Experience The James* exhibit and programs
- Recasting of The Water Bearer statue
- Period artifacts for POH including brass lighting devices, silver cruet set, and a bowl and pitcher
- Two issues of the Muse News newsletter
- Restoration of the Civil War cannon at Fort Early



## PROGRAMS AND EVENTS

### **Day at the Point:**

**October 2014: 2,917 visitors**

**2013: 3,411 visitors**

The largest event of the year for the Museum System, Day at the Point, is a fall festival held at Point of Honor. Living history demonstrations, musical groups, tours, food, and games for children are all part of this free annual event.

### **Christmas Open House:**

**December 2014: 326 visitors**

**2013: 467 visitors**

Each year on the first Sunday in December, Point of Honor hosts a free open house with period decorations, music, and living history.

### **Kids' Night at the Museum:**

**January 2015: 11 children**

**2014: 19 children**

Activities this year centered on the *Experience The James* exhibit.

### **Preschoolers' Night at the Museum:**

**March 2015: 14 children**

**(new program)**

Children come to the Museum for evening programs from 6:00 p.m. to 8:00 p.m.

### **POH 5K:**

The Point of Honor 5 K Race is held in early April. The course runs in front of POH and volunteers in costume cheer on the participants. In FY 2015, some 354 people ran in the event.

### **Garden Day:**

**April 2015: 107 visitors**

**2014: 91 visitors**

Point of Honor's grounds have benefited from a long-term relationship with the Garden Club of Virginia. Each April during Garden Week, Point of Honor is free to Garden Day ticket holders.



## PROGRAMS AND EVENTS



**Easter Egg Hunt:**

**April 2015: 861 visitors**

**2014: 521 visitors**

This is the second year the egg hunt has been held at Point of Honor in partnership with Parks and Recreation.

**Mother/Daughter Tea:**

**May 2015: 32 visitors**

**(new program)**

Mothers and daughters learned about the history of tea and tea etiquette in early Virginia.

**Discover Lynchburg Summer Camp:**

**June 2015: 13 children**

**2014: 20 children**

Children come for one week from 9 am to 3 pm daily for the Discover Lynchburg Camp. Visits are made to a fire station, Percival's Island, Point of Honor, and the City water plant. Programs this year were linked to the *Experience The James* exhibit.

**Teacher Recertification Program:**

**July 2014: 5 teachers**

**2013: 11 teachers**

Museum Educator Whitney Roberts coordinated a teacher recertification program for a week in July 2014. Teachers earned 45 points toward teacher recertification training in social studies.

**First Fridays**

Each month, the Museum participates in First Fridays with free admission from 5 pm to 8 pm. Attendance usually ranges from 25-80 visitors, and a special topic is chosen each month, such as railroads, WWII, or African American history with objects and photographs on display.

## SIGNIFICANT MAINTENANCE AND ENHANCEMENT PROJECTS

Regular preventive maintenance was done to the mechanical systems in all buildings.

The Museum roof continues to have minor leaks and repair efforts continued during the year. Due to issues with climate control in the Museum, Buildings and Grounds initiated a study to determine the source of the problems. Corrective action is planned for the coming year.

The City replaced a failed heat pump and the trim and shutters were painted at POH.

A large stone wall that collapsed near POH along Cabell Street was repaired by the City Street Department.

The wooden shingle roofs on Point of Honor and the Hearth Kitchen were replaced during the year. Century Slate, Inc. of Raleigh, NC performed the work.

New banners were installed on the front of the Museum with a mesh material to cut down on wind damage. The previous banners were installed in 2007.

## SPECIAL PROJECTS, SIGNIFICANT ARTIFACT DONATIONS



The Museum System added several educational programs in FY 2015. There are now 13 programs that are offered to school groups with each one having a hands-on component and directly tied to Virginia's Standards of Learning.

The Museum System again participated in the Blue Star Program through which active duty military personnel and their families received free admission from Memorial Day to Labor Day.

The City's second Civil War cannon had been damaged and in storage for many years. The Museum System partnered with the Lynchburg Historical Foundation and others to fund its restoration. The cannon is now on display at Fort Early.

Museum staff assisted the Communications and Marketing Department in updating the City Hall lobby. A new information desk, signage, graphics, and exhibit in the display case were installed.

The Museum assisted with a number of images of early Parks & Recreation activities which were framed and added to the Miller Center which opened last year after a major restoration.

Virginia Episcopal School is celebrating its centennial anniversary in 2015 and the Museum partnered with them to add school history to the education exhibit at the Museum and to display items related to the school during the year.

The reproduction dugout canoe built and donated by John Rothert was loaned to him to participate in the 2015 Batteau Festival. The canoe floated several days on the journey but leaks forced it off the river. The canoe was safely returned to the Museum.

### Significant Artifact Donations FY 2015

The Museum System accepted items for the collections this year from 49 sources for a total of 2,049 objects. Significant items include:

- 1,500 photographs taken by James T. Smith ca. 1940-1970, gift of Ms. Pamela-Smith Johnson
- 19th century wine glasses, decanters, compote, et al, gift of Mrs. Charlotte Fischer
- 19th century portrait of General James Dearing by Flavius Fisher, gift of the Estate of Mrs. Margaret S. Christian, Jr.
- Civil War canteen and Southern Cross of Honor of Henry Millner, gift of H. Victor Millner, Jr.
- Set of unique Christmas cards created each year from 1935 to 2006 by Thomas Leachman, gift of the Thomas Leachman Estate.
- Full size tobacco hogshead, gift of Mr. and Mrs. Glenn Shrewsbury

## FINANCIAL REPORTS: CITY BUDGETS AND LYNCHBURG MUSEUM FOUNDATION

The budget is part of the City's general fund and supports the total Museum System operation. Funds received from the Diggs Trust and the POH Capital Campaign Account at The Trust Company of Virginia are deposited as revenue in the general fund to help support Museum System expenses. As the City pays utilities, building and grounds maintenance, and related expenses on a City-wide basis, that support is not itemized in the Museum budget. *See attachment A*

Lynchburg Museum Foundation: Enclosed is the most recent 990 tax statement for the Foundation. *See attachment B*

## CURRENT ANNUAL BUDGET

*See attachment C*

## ADVISORY BOARD

The Lynchburg Museum System Advisory Board is appointed by City Council. The Board advises the City Council, City Manager, and Museum Director on the growth and development of the Museum System and acts as the Board for the Lynchburg Museum Foundation. The Board meets a minimum of four times during the fiscal year: all minutes are available for review at the Museum System administrative offices. Members during FY 2015 were:

John Arnold, M.D.	*Mary Morris Booth, Treasurer	Bob Clarke
Robert Craighill, Chairman	Laura Crumbley	*Lucille Deane
Lynn Dodge	Michael Doucette	Charlotte Fischer
Elizabeth Hutter	*Ray Stokes, Vice Chairman	Ed Tinsley
Langhorne McCarthy	Patsy Meyer	Marie Waller

\* Members whose terms expired June 30, 2015 and were named Members Emeriti by the Board. Office Manager Ann Scalf retired and was also named Member Emeritus.

## MUSEUM SYSTEM STAFF

### Full Time:

Douglas Harvey, <i>Museum Director</i>	Laura Lembas, <i>Curator</i>
Whitney Roberts, <i>Museum Educator</i>	Ann Scalf, <i>Office Manager</i> (Ann Scalf retired on June 30, 2015 and Lorie Jamerson was hired).

### Part Time:

Glenda Blanks	Beverly Campbell
Ben Hostetter	Karissa Marken
Taylor McPeake	Holly Phelps
Kaitlin Shiflett	

## INVENTORY AND LOCATION OF POH, INC. PROPERTY

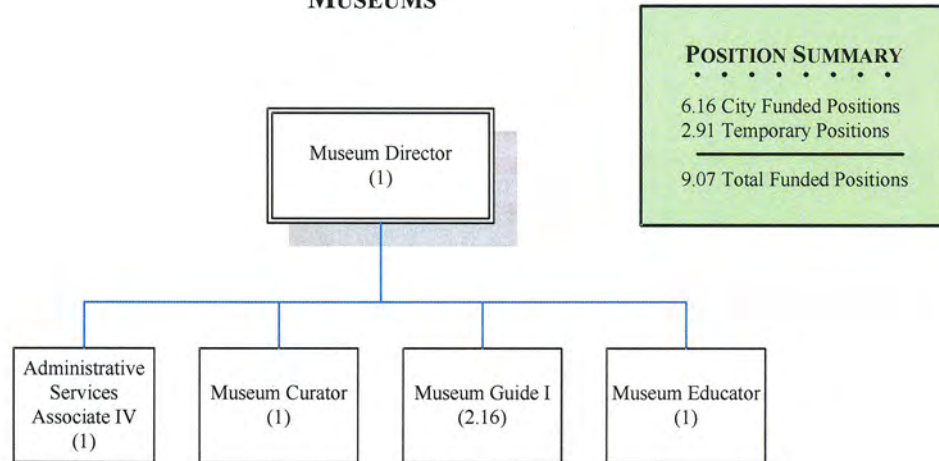
Only items that have been relocated since the FY 2014 report are included in the addendum.

*See attachment D*

Respectfully submitted,

Douglas K. Harvey  
Museum System Director



**MUSEUMS**

## Parks, Recreation, and Cultural

**Museums.** The Museum System was established in 1976 to inform the public about the history of Lynchburg and the surrounding region. It collects and preserves the tangible evidence of that history and provides public programs, exhibits, and special events at the Lynchburg Museum, located in the Old Court House, and Point of Honor.

	Actual FY 2013	Adopted FY 2014	Department Submitted FY 2015	Manager's Proposed FY 2015	Adopted FY 2015
<b>POSITION SUMMARY</b>					
City Funded Full-Time	4.00	4.00	4.00	4.00	4.00
City Funded Part-Time	4.94	4.92	2.16	2.16	2.16
City Funded Temporary	0.00	0.00	2.91	2.91	2.91
<b>TOTAL FTE</b>	<b>8.94</b>	<b>8.92</b>	<b>9.07</b>	<b>9.07</b>	<b>9.07</b>
<b>BUDGET SUMMARY</b>					
<b>EXPENDITURES</b>					
<i>Personnel Services</i>					
Salaries	\$252,587	\$285,139	\$279,721	\$279,721	\$279,721
Employee Benefits	75,690	84,135	84,808	84,808	84,808
<b>Subtotal Personnel Services</b>	<b>\$328,277</b>	<b>\$369,274</b>	<b>\$364,529</b>	<b>\$364,529</b>	<b>\$364,529</b>
<i>Operating</i>					
Contractual Services	\$48,344	\$30,920	\$33,918	\$33,918	\$33,918
Internal Service Charges	1,582	2,484	1,921	1,921	1,921
Other Charges	25,071	27,890	26,015	26,015	26,015
Rentals and Leases	8,901	9,767	9,864	9,864	9,864
<b>Subtotal Operating</b>	<b>\$83,898</b>	<b>\$71,061</b>	<b>\$71,718</b>	<b>\$71,718</b>	<b>\$71,718</b>
<b>TOTAL EXPENDITURES</b>	<b>\$412,175</b>	<b>\$440,335</b>	<b>\$436,247</b>	<b>\$436,247</b>	<b>\$436,247</b>
<b>DEDICATED REVENUES</b>					
Lynchburg Museum Admission	\$21,732	\$16,500	\$17,000	\$17,000	\$17,000
Digg's Trust	37,254	38,616	30,000	30,000	30,000
Point of Honor Admission	11,762	10,000	10,000	10,000	10,000
Gift Shop Proceeds	2,000	2,000	2,000	2,000	2,000
Gifts and Miscellaneous Donations - Museum	844	300	400	400	400
Photograph Reproduction Fees	335	300	300	300	300
Reimbursement - Point of Honor/Carriage House	19,247	26,603	20,000	20,000	20,000
<b>TOTAL DEDICATED REVENUES</b>	<b>\$93,174</b>	<b>\$94,319</b>	<b>\$79,700</b>	<b>\$79,700</b>	<b>\$79,700</b>
<b>TOTAL CITY COST</b>	<b>\$319,001</b>	<b>\$346,016</b>	<b>\$356,547</b>	<b>\$356,547</b>	<b>\$356,547</b>

**Museums Budget Description**

The City Manager's Proposed FY 2015 Museums budget of \$436,247 represents a 0.9% decrease of \$4,088 compared to the Adopted FY 2014 budget of \$440,335.

Highlights of the City Manager's Proposed FY 2015 budget include:

- \$5,418 decrease in Salaries compared to the adopted budget.
- \$673 increase in Employee Benefits reflecting a higher health insurance rate offset by a lower Virginia Retirement System rate.
- \$2,998 increase in Contractual Services based on historical spending.
- \$1,875 decrease in Other Charges based on historical spending.

The Proposed FY 2015 Museums budget was adopted by City Council without changes.



## Parks, Recreation, and Cultural

## Museums Performance Measures

ARTS & CULTURE

<b>Goal 1:</b> To offer quality interpretive programs that are mission driven, accessible to the public, and of interest to residents and visitors.				
<b>Objective:</b> Present exhibits, tours, special events, and outreach programs to 16,000 visitors annually.				
<b>Performance Measure:</b>	<b>Actual FY2013</b>	<b>Projected FY2014</b>	<b>July - Dec FY2014</b>	<b>Projected FY2015</b>
Number of annual visitors to the Museum System	16,567	16,000	9,614	16,600
<b>Analysis of the Data:</b> Many museums in Virginia continue to see declines in visitation with the sluggish economy, increasing reliance on digital experiences, and reductions in field trips. For FY 2015, the Department will continue to strive to increase school and homeschool tours, build partnerships, engage volunteers, and enhance programs to offset these challenges. The next exhibition is <i>Experience The James: Lynchburg's Pathway to the World</i> opening June 2014. With a number of partner institutions involved such as Amazement Square, Parks and Recreation, and the James River Association, it is expected to be a popular exhibit.				

<b>Goal 2:</b> Provide opportunities for the community to participate in Lynchburg's history.					LIFELONG LEARNING
<b>Objective:</b> Acquire a broader base of volunteer support for the Museum System's mission by increasing volunteer hours.					
<b>Performance Measure:</b>	<b>Actual FY 2013</b>	<b>Projected FY 2014</b>	<b>July - Dec FY 2014</b>	<b>Projected FY 2015</b>	
Value of volunteer hours	\$47,557	\$48,000	\$21,791	\$48,000	
<b>Analysis of the Data:</b> The data is expressed as total volunteer hours donated multiplied by the federal hourly rate for volunteer service. The number of hours donated in FY 2013 totalled 2,148, valued at \$22.14 per hour (\$47,577). The Department projects approximately the same in volunteer hours in FY 2015 as it continues to actively recruit volunteers while at the same time they are becoming harder to engage.					

<b>Goal 3:</b> To provide quality experiences for visitors (local, regional, and traveling) who tour the Lynchburg Museum and Point of Honor.					ARTS & CULTURE
<b>Objective:</b> To achieve at least an 80% satisfaction rating on visitor surveys completed by those who visit either site.					
<b>Performance Measure:</b>	<b>Actual FY2013</b>	<b>Projected FY2014</b>	<b>July - Dec FY2014</b>	<b>Projected FY2015</b>	
Customer satisfaction level	94%	90%	90%	90%	
<b>Analysis of the Data:</b> Based on past results, the Department projects maintaining a 90% satisfaction rate in FY 2015.					

**Benchmark Localities:**

Manassas, Portsmouth, Newport News, and Petersburg, VA



Extended to August 17, 2015

## Short Form

Form 990-EZ

## Return of Organization Exempt From Income Tax

OMB No. 1545-1150

2014

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990-EZ and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).Open to Public  
InspectionDepartment of the Treasury  
Internal Revenue Service

**A** For the 2014 calendar year, or tax year beginning and ending

**B** Check if applicable:

☐ Address change

☐ Name change

☐ Initial return/terminated

☐ Amended return

☐ Application pending

**C** Name of organization  
LYNCHBURG MUSEUM FOUNDATION

**D** Employer identification number  
54-1906894

**E** Telephone number  
434-455-4422

**F** Group Exemption Number ▶

**G** Accounting Method: ☒ Cash ☐ Accrual Other (specify) ▶

**H** Check ☐ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).

**I** Website: ▶ N/A

**J** Tax-exempt status (check only one) — ☒ 501(c)(3) ☐ 501(c) ( ) (insert no.) ☐ 4947(a)(1) or ☐ 527

**K** Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other

**L** Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ ▶ \$ 33,867.

**Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances** (see the instructions for Part I)Check if the organization used Schedule O to respond to any question in this Part I ☒

Revenue	1	Contributions, gifts, grants, and similar amounts received	1	30,290.
	2	Program service revenue including government fees and contracts	2	
	3	Membership dues and assessments	3	
	4	Investment income	4	
	5a	Gross amount from sale of assets other than inventory	5a	2,343.
	b	Less: cost or other basis and sales expenses	5b	2,285.
	c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	58.
	6	Gaming and fundraising events		
	a	Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	
	b	Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b	
c	Less: direct expenses from gaming and fundraising events	6c		
d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d		
7a	Gross sales of inventory, less returns and allowances	7a		
b	Less: cost of goods sold	7b		
c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c		
8	Other revenue (describe in Schedule O) See Schedule O	8	1,234.	
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	9	31,582.	
Expenses	10	Grants and similar amounts paid (list in Schedule O)	10	
	11	Benefits paid to or for members	11	
	12	Salaries, other compensation, and employee benefits	12	288.
	13	Professional fees and other payments to independent contractors	13	1,100.
	14	Occupancy, rent, utilities, and maintenance See Schedule O	14	10,076.
	15	Printing, publications, postage, and shipping	15	7,120.
	16	Other expenses (describe in Schedule O) See Schedule O	16	4,497.
	17	Total expenses. Add lines 10 through 16	17	23,081.
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)	18	8,501.
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	320,736.
	20	Other changes in net assets or fund balances (explain in Schedule O)	20	0.
	21	Net assets or fund balances at end of year. Combine lines 18 through 20	21	329,237.

LHA For Paperwork Reduction Act Notice, see the separate instructions.

Form 990-EZ (2014)



Form 990-EZ (2014)

LYNCHBURG MUSEUM FOUNDATION

54-1906894

Page 2

**Part II Balance Sheets** (see the instructions for Part II)Check if the organization used Schedule O to respond to any question in this Part II ☒

	(A) Beginning of year		(B) End of year
22 Cash, savings, and investments	295,889.	22	251,134.
23 Land and buildings		23	
24 Other assets (describe in Schedule O) See Schedule O	24,865.	24	78,117.
25 Total assets	320,754.	25	329,251.
26 Total liabilities (describe in Schedule O) See Schedule O	18.	26	14.
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	320,736.	27	329,237.

**Part III Statement of Program Service Accomplishments** (see the instructions for Part III)Check if the organization used Schedule O to respond to any question in this Part III ☒Expenses  
(Required for section 501(c)(3) and 501(c)(4) organizations; optional for others.)

What is the organization's primary exempt purpose? See Schedule O

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

**28 TO CONDUCT ACTIVITIES TO SUPPORT AND ASSIST THE GROWTH AND DEVELOPMENT OF THE LYNCHBURG MUSEUM SYSTEM.**(Grants \$ ) If this amount includes foreign grants, check here ☐ 28a

29

(Grants \$ ) If this amount includes foreign grants, check here ☐ 29a

30

(Grants \$ ) If this amount includes foreign grants, check here ☐ 30a

31 Other program services (describe in Schedule O)

(Grants \$ ) If this amount includes foreign grants, check here ☐ 31a

32 Total program service expenses (add lines 28a through 31a) 32 0.

**Part IV List of Officers, Directors, Trustees, and Key Employees** (list each one even if not compensated - see the instructions for Part IV)Check if the organization used Schedule O to respond to any question in this Part IV ☒

(a) Name and title	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC) (if not paid, enter -0-)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
DR JOHN B ARNOLD				
TREASURER	0.30	0.	0.	0.
MARY MORRIS BOOTH				
DIRECTOR	0.30	0.	0.	0.
ROBERT B CRAIGHILL				
PRESIDENT	0.30	0.	0.	0.
LAURA B CRUMBLY				
DIRECTOR	0.30	0.	0.	0.
LUCILLE W DEANE				
DIRECTOR	0.30	0.	0.	0.
MICHAEL R DOUCETTE				
DIRECTOR	0.30	0.	0.	0.
LANGHORNE L MCCARTHY				
DIRECTOR	0.30	0.	0.	0.
RAYMOND H STOKES				
VICE CHAIRMAN	0.30	0.	0.	0.
J MARIE WALLER				
DIRECTOR	0.30	0.	0.	0.
DOUGLAS K HARVEY				
SECRETARY	0.30	0.	0.	0.
ELIZABETH D HUTTER				
DIRECTOR	0.30	0.	0.	0.
M ED TINSLEY				
DIRECTOR	0.30	0.	0.	0.



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LYNCHBURG MUSEUM FOUNDATION

54-1906894

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**Part V Other Information** (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V) Check if the organization used Sch. O to respond to any question in this Part V ☒

	Yes	No
33 Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O		X
34 Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions)		X
35a Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?		X
b If "Yes" to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O	N/A	
c Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III		X
36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N		X
37a Enter amount of political expenditures, direct or indirect, as described in the instructions	37a	0.
b Did the organization file Form 1120-POL for this year?		X
38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?		X
b If "Yes," complete Schedule L, Part II and enter the total amount involved	38b	N/A
39 Section 501(c)(7) organizations. Enter:		
a Initiation fees and capital contributions included on line 9	39a	N/A
b Gross receipts, included on line 9, for public use of club facilities	39b	N/A
40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under:		
section 4911	0.	
section 4912	0.	
section 4955	0.	
b Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		X
c Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958		0.
d Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax on line 40c reimbursed by the organization		0.
e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T		X
41 List the states with which a copy of this return is filed	None	
42a The organization's books are in care of	DOUGLAS K HARVEY	
Located at	901 COURT STREET, LYNCHBURG, VA	
Telephone no.	434-455-4422	
ZIP + 4	24504	
b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	Yes	No
If "Yes," enter the name of the foreign country:		X
See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
c At any time during the calendar year, did the organization maintain an office outside of the U.S.?		X
If "Yes," enter the name of the foreign country:		
43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here	<input type="checkbox"/>	
and enter the amount of tax-exempt interest received or accrued during the tax year	43	N/A
44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ	Yes	No
		X
b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ		X
c Did the organization receive any payments for indoor tanning services during the year?		X
d If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		
45a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ (see instructions)		



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46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office?

If "Yes," complete Schedule C, Part I

	Yes	No
46		X

**Part VI Section 501(c)(3) organizations only**

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Sch. C, Part II

	Yes	No
47		X
48		X
49a		X
49b		

48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E

49a Did the organization make any transfers to an exempt non-charitable related organization?

b If "Yes," was the related organization a section 527 organization?

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and title of each employee	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
NONE				

f Total number of other employees paid over \$100,000

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None." NONE

(a) Name and business address of each independent contractor	(b) Type of service	(c) Compensation

d Total number of other independent contractors each receiving over \$100,000

52 Did the organization complete Schedule A? **Note.** All section 501(c)(3) organizations must attach a completed Schedule A
☒ Yes ☐ No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer

Date

ROBERT B CRAIGHILL, CHAIRMAN

Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name

DAVIDSON, DOYLE &amp; HILTON, LLP

Preparer's signature

Date

Check ☐ if self-employed

PTIN

P00146093

Firm's name ▶ DAVIDSON, DOYLE &amp; HILTON, LLP

Firm's EIN ▶ 54-1953476

Firm's address ▶ P.O. BOX 800

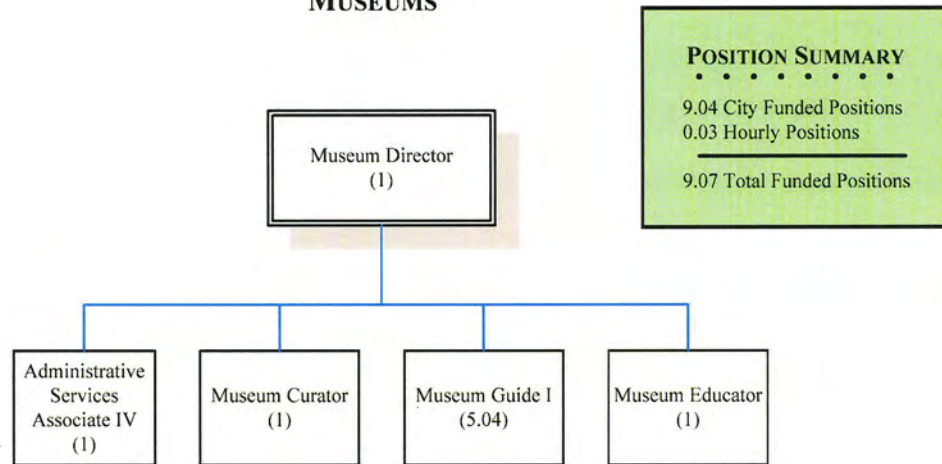
Phone no. (434) 846-7611

LYNCHBURG, VA 24505-0800

May the IRS discuss this return with the preparer shown above? See instructions

☒ Yes ☐ No

Form 990-EZ (2014)

**MUSEUMS**



## Parks, Recreation, and Cultural

**Museums.** The Museum System was established in 1976 to inform the public about the history of Lynchburg and the surrounding region. It collects and preserves the tangible evidence of that history and provides public programs, exhibits, and special events at the Lynchburg Museum, located in the Old Court House, and Point of Honor.

	Actual FY 2014	Adopted FY 2015	Department Submitted FY 2016	Manager's Proposed FY 2016	Inc/(Dec) Adopted from Proposed
<b>POSITION SUMMARY</b>					
City Funded Full-Time	4.00	4.00	4.00	4.00	0.00
City Funded Part-Time	4.92	2.16	5.04	5.04	2.88
City Funded Hourly	0.00	2.91	0.03	0.03	(2.88)
<b>TOTAL FTE</b>	<b>8.92</b>	<b>9.07</b>	<b>9.07</b>	<b>9.07</b>	<b>0.00</b>
<b>BUDGET SUMMARY</b>					
<b>EXPENDITURES</b>					
<i>Personnel Services</i>					
Salaries	\$266,543	\$284,930	\$286,285	\$286,285	\$1,355
Employee Benefits	79,724	90,376	92,436	92,436	2,060
<i>Subtotal Personnel Services</i>	<i>\$346,267</i>	<i>\$375,306</i>	<i>\$378,721</i>	<i>\$378,721</i>	<i>\$3,415</i>
<i>Operating</i>					
Contractual Services	\$34,713	\$33,918	\$33,800	\$33,125	(\$793)
Internal Service Charges	1,330	1,921	2,061	2,061	140
Other Charges	22,508	26,015	23,940	24,615	(1,400)
Rentals and Leases	8,721	9,864	9,864	9,864	0
<i>Subtotal Operating</i>	<i>\$67,272</i>	<i>\$71,718</i>	<i>\$69,665</i>	<i>\$69,665</i>	<i>(\$2,053)</i>
<b>TOTAL EXPENDITURES</b>	<b>\$413,539</b>	<b>\$447,024</b>	<b>\$448,386</b>	<b>\$448,386</b>	<b>\$1,362</b>
<b>DEDICATED REVENUES</b>					
Lynchburg Museum Admission	\$14,106	\$17,000	\$14,000	\$14,000	(\$3,000)
Digg's Trust	42,240	30,000	40,398	40,398	10,398
Point of Honor Admission	11,675	10,000	10,500	10,500	500
Gift Shop Proceeds	1,000	2,000	2,000	2,000	0
Gifts and Miscellaneous Donations - Museum	1,532	400	500	500	100
Photograph Reproduction Fees	216	300	300	300	0
Reimbursement - Point of Honor/Carriage House	28,674	20,000	27,411	27,411	7,411
<b>TOTAL DEDICATED REVENUES</b>	<b>\$99,443</b>	<b>\$79,700</b>	<b>\$95,109</b>	<b>\$95,109</b>	<b>\$15,409</b>
<b>TOTAL CITY COST</b>	<b>\$314,096</b>	<b>\$367,324</b>	<b>\$353,277</b>	<b>\$353,277</b>	<b>(\$14,047)</b>



***Museums Budget Description***

The Department Submitted FY 2016 Museums budget of \$448,386 represents no significant change compared to the Adopted FY 2015 budget.

All major items submitted were proposed by the City Manager for funding.

**Museums Performance Measures**

<b>Goal 1:</b> To offer quality interpretive programs that are mission driven, accessible to the public, and of interest to residents and visitors.					ARTS & CULTURE
<b>Objective:</b> Present exhibits, tours, special events, and outreach programs to 16,000 visitors annually.					
<b>Performance Measure:</b>	<b>Actual FY 2014</b>	<b>Projected FY 2015</b>	<b>July - Dec FY 2015</b>	<b>Projected FY 2016</b>	
Number of annual visitors to the Museum System	15,987	16,600	9,755	16,600	
<b>Analysis of the Data:</b> Museum visitation is a function of many variables. In FY 2014, winter weather, the tourism program in transition, and rained out Garden Day contributed to a slight decrease. The partnership with Lynchburg City Schools on field trips and the Appomattox events in April 2015 should have a positive impact.					

<b>Goal 2:</b> Provide opportunities for the community to participate in Lynchburg's history.					LIFELONG LEARNING
<b>Objective:</b> Acquire a broader base of volunteer support for the Museum System's mission by increasing volunteer hours.					
<b>Performance Measure:</b>	<b>Actual FY 2014</b>	<b>Projected FY 2015</b>	<b>July - Dec FY 2015</b>	<b>Projected FY 2016</b>	
Value of volunteer hours	\$49,745	\$48,000	\$18,604	\$42,000	
<b>Analysis of the Data:</b> The data is expressed as total volunteer hours donated multiplied by the federal hourly rate for volunteer service. The number of hours donated in FY 2014 totalled 2,206 valued at \$22.55 per hour (\$49,745). The Department projects a small decrease in volunteer hours in FY 2016 as current volunteers reduce their hours. Museum staff continue to make volunteer recruitment and retention a priority.					

<b>Goal 3:</b> To provide quality experiences for visitors (local, regional, and traveling) who tour the Lynchburg Museum and Point of Honor.					ARTS & CULTURE
<b>Objective:</b> To achieve at least an 80% satisfaction rating on visitor surveys completed by those who visit either site.					
<b>Performance Measure:</b>	<b>Actual FY 2014</b>	<b>Projected FY 2015</b>	<b>July - Dec FY 2015</b>	<b>Projected FY 2016</b>	
Customer satisfaction level	97%	90%	90%	90%	
<b>Analysis of the Data:</b> Based on past results from visitor surveys and Trip Advisor, the Department projects maintaining a 90% + satisfaction rate in FY 2016. The Museum is ranked 6th and Point of Honor 3rd out of 35 attractions ranked in the Lynchburg area by Trip Advisor.					

**Benchmark Localities:**  
Manassas, Portsmouth, Newport News, and Petersburg, VA



## POH, INC. ITEMS RELOCATED IN FY 2015

<b>Object ID</b>	<b>Object Name</b>	<b>New Location</b>	<b>Previous Location</b>
P-77.4.6	Coverlet	POH Upstairs closet	POH Basement Shelf 3
P-77.9.2	Table cloth	POH Upstairs closet	POH Basement Shelf 4
P-82.7.1	Ale glass	POH Basement EI	Dining Room, 202
P-82.7.4	Ale glass	POH Basement EI	Dining Room, 202
P-83.3.3	Coverlet	POH Upstairs closet	POH Basement Shelf 3
P-83.3.4	Coverlet	POH Upstairs closet	POH Basement Shelf 4
P-83.3.5	Table cloth	POH Upstairs closet	POH Basement Shelf 4
P-83.3.6	Coverlet	POH Upstairs closet	POH Basement Shelf 3
P-83.3.7	Coverlet	POH Upstairs closet	POH Basement Shelf 3
P-83.3.8	Coverlet	POH Upstairs closet	POH Basement Shelf 4
P-83.3.9	Coverlet	POH Upstairs closet	POH Basement Shelf 4
P-84.2.2	Coverlet	POH Upstairs closet	POH Basement Shelf 2
P-84.2.3	Table cloth	POH Upstairs closet	POH Basement Shelf 4
P-84.2.4	Apron	POH Upstairs closet	POH Basement Shelf 4
P-84.2.5	Apron	POH Upstairs closet	POH Basement Shelf 4
P-84.2.6	Apron	POH Upstairs closet	POH Basement Shelf 4
P-85.4.5	Sheet	POH Upstairs closet	POH Basement Shelf 4
P-85.4.6	Sheet	POH Upstairs closet	POH Basement Shelf 4
P-85.4.7	Sheet	POH Upstairs closet	POH Basement Shelf 4